					Application/Control No.		Applicant(s)/Patent Under Re xamination			
		Notice of Refere	ences Cited	1 .	09/237,718 Examiner		LANDSMAN ET AL. Art Unit			
							Page 1 of 1		of 1	
		*		U.S. PA	Jeffrey L. Gellner TENT DOCUMENTS		2162			
*		DOCUMENT NO.	DATE	ı	NAME	CLASS	SUBCLASS	DOCUMENT SOURCE **		
								APS	OTHER	
	Α	5781894	Jul. 1998	Petrecca et al.		705	14	4		
	В	5854897	Dec. 1998	Radziewicz et al.		395 705	200.54	<u> </u>		
	С	5946646	Aug. 1999	Schena et	Schena et al.		1X .			
	D									
	E	*								
	F	:								
	G									
	Н				•					
	ı									
	J									
	K	-						<u> </u>		
	L									
	М									
		FOREIGN PATENT DOCUMENTS						DOCUMENT		
*	}	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUBCLASS	SOURCE ** APS OTHER		
	N	Fr 2784254 A1	Apr. 2000	France	D Angelo			(
	0	WO 97/15020	Apr. 1997	PCT	Judson			 		
	Р									
	Q									
	R									
	s									
	T									
NON-PATENT DOCUMENTS										
*		DOCUMENT (Including Author, Title Date, Source, and Pertinent Pages)							DOCUMENT SOURCE **	
								APS	OTHER	
	U	Kipp Cheng, Rich media match for Unicast and Engage, 1 November 1999, Brandweek 40(41): 62								
	V	Cartellieri et al., The real impact of internet advertising, 1997, McKinsey Quarterly 1997(3): page 3 of reprint							0	
	w	V								
	x									

^{*}A copy of this reference is not being furnished with this Office action. (See Manual of Patent Examining Procedure, Section 707.05(a).)

"APS encompasses any electronic search i.e. text, image, and Commercial Databases.

U.S. Patent and Trademark Office

PTO-892 (Rev. 03-98)

Notice of References Cited